

### Abstract of the Invention

An advertisement servicing system using an e-mail arrival notifying program is provided. The system includes a communication network, a plurality of e-mail servers for rendering services of transmitting/receiving e-mail messages, a plurality of user computers for performing communication accessing with an external computer through the communication network, downloading and installing an e-mail arrival notifying program having an animation character with predetermined advertising data, automatically executing the e-mail arrival notifying program to then display the animation character with the advertising data on a screen for user's e-mail viewing when the e-mail of the corresponding user arrives, creating e-mail read data and outputting the same to the server computer, and a server computer for creating the e-mail arrival notifying program with animation characters to then construct a database thereof, downloading the e-mail arrival notifying program to the corresponding user computer, receiving the e-mail read data, analyzing the advertising data viewed by the users, and accumulating predetermined points on each user's account. Therefore, the user can conveniently use e-mail service through the Internet without necessity of periodically connecting to a particular e-mail server. Also, since points for the users' advertisement viewing are accumulated, the advertising effects can be further increased.